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Miss Newman INDEXED

Feb. 26, 1934

U. S. Department of Agriculture

# POTTER'S

## ANNUAL CATALOG

OF

## Small Fruit Plants

**STRAWBERRY  
RASPBERRY  
BLACKBERRY**

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**1934**

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Grown and Shipped by

**E. W. POTTER**  
LESLIE MICHIGAN

# CERTIFICATE OF NURSERY INSPECTION

THIS IS TO CERTIFY, That we have examined the nursery stock and premises of E. W. Potter, Leslie, Michigan, and find them apparently free from dangerous insects and dangerous contagious tree and plant disease.

This Certificate to be void after September 26, 1934.

STATE DEPARTMENT OF AGRICULTURE

Agricultural College, Michigan, September 26, 1933.

## DORSETT (Per.)

Another new variety originated by the U. S. Dept. of Agriculture last year. Only a limited amount of plants was secured, so can offer it only in a small way. Plants seem to be extremely thrifty, making a nice plant row just right for fruiting purposes. All we know about this new variety comes from reliable people who were fortunate enough to see it at fruiting time. This is a cross of Premier and Sovereign. Knowing that it originated with the U. S. Dept. of Agriculture, should be enough to convince most anyone that it has merits. It is a mid-season variety, ripening about same season as Premier.

## FAIRFAX (Per.)

This new variety was originated by the U. S. Dept. of Agriculture last year. We were able to secure a few plants, so can offer them only in a small way. We were much impressed with the plant growth and from what we can learn, it produces large, fancy fruit of high quality. It sure made a nice plant row. Those who have read our Catalogs for the past 30 years know we refrain from offering and boosting new varieties until they have been thoroughly tested. A very reliable grower who has seen it at fruiting time says it is destined to become very popular and very widely known. We will tell you more after fruiting it. Same season as Premier.

## MASTODON (Per.)

This variety stands supreme among the everbearers. The only one worthy of planting for profit. The fruit is larger than most all the other varieties. The berries are firm enough to ship or haul moderate distance to market. The berries are handsome in appearance, rich red color and bright green caps. Mastodon berries are very good in quality, superior to any we know of. The plants are vigorous in growth, which is essential to produce big crops and big berries. In this respect this stands head and shoulders above all the other everbearing varieties. Don't forget, your Mastodon, if left to fruit, will produce a good crop in the spring. We have a fine patch which we fruited last fall and expect a good crop next June. The plants will always be high in price on account of not being extra good plant makers. For best results they should be planted in early spring.

# STRAWBERRIES—RASPBERRIES

## As a Money Crop

That's what we are all interested in—How much money can I make from an acre of Strawberries or Raspberries? We are often asked that question. Frankly, we do not know. It all depends on the kind of plants you set, how you set them, care given and fertility of your soil. In short, it all depends on you.

We receive all kinds of reports from our customers stating how many berries they picked from an acre and what they sold for. Some make plenty of money, while others say, "something is wrong," because they can't make any money. We have followed up hundreds of these latter cases and nearly always found that they had either dug plants from some old worn-out bed or set good plants on some light worn-out sand hill and expected a good crop of fruit. It can't be done. If you will set good plants, and set them properly on most any kind of soil, with good fertility, and give them proper cultivation, there is no question about profit.

Don't forget that the best growers of almost any crop nearly always make a profit.

## Does It Pay to Buy Plants?

We will leave this matter to your good judgment. There is often a marked gain in the invigorating effects that come from a change of soil and climate. Our plants are sprayed four to six times during the season, which assures you of getting clean plants free from all diseases.

Our plants are well fertilized, which gives them the heavy root system necessary to produce heavy plant rows and big crops. When you receive our plants, they are ready for setting as they are properly trimmed before shipping. Whatever you do, get good, dependable, rooted plants from some reliable grower and I believe you will continue in the berry business.

## Something to Think About

Have some berries every year. With the return of better times, you should make some good profits. Don't forget that, no matter how high prices go, you cannot expect profits unless you have berries to sell. BETTER BE SAFE THAN SORRY? Berry profits may have been low for the past two or three years, but generally they have been better than most other crops. You may find that an acre or two of berries will show you more profit than a whole farm planted to some other crops. The average farmer, allowing us to be the judge, thinks he has no time to care for small fruit. This may be true, but we believe he is making a bad mistake.

## This Is Our Salesman

Please study our prices and compare with other reliable dealers. Don't overlook the fact that we do not try to compete with some growers who offer plants cheaper than we do. We are offering plants as cheap as anyone can and give quality. If you want good, well rooted plants, true to name, give us your order. We guarantee satisfaction or money refunded.

The 1933 fruiting season was a success on our farms. However, the prices were not high, but were higher than 1932 and we expect to see still higher prices for 1934. Hope we will not be disappointed. To those who gave us orders last season we wish to say, THANK YOU. Come again.

Sincerely,

E. W. POTTER.

# INSTRUCTIONS TO PURCHASERS

## ORDER EARLY

It will insure you getting the varieties you want and it will help us to get your plants shipped promptly when you want them.

**PLEASE** remit by P. O. Money Order, Express Order, Registered Letter or Bank Draft.

## LOST ORDERS—

All orders are acknowledged by postal card same day received, but if you should not hear from us in a reasonable length of time after sending an order, PLEASE WRITE PLAINLY, giving full particulars, NAME and ADDRESS.

Once in a while an order is lost, but it usually is caused by the customer failing to give the full address. Therefore, PLEASE WRITE PLAINLY, especially your name.

**TERMS:** Payment must be made before shipment of plants. If not convenient to remit entire amount when order is sent, remit not less than one-fourth of the amount of the order and your order will be booked and held for you and you can remit the remainder when convenient, before shipment of plants.

**WE GUARANTEE** the safe arrival of plants in good condition if sent by mail or express by May 1st.

**WE TAKE** the greatest care to have all plants true to name and seldom ever have a complaint, but should any prove otherwise than represented, we will not be responsible for any amount greater than actually paid us for the plants.

**CLAIMS**, if any, must be made on receipt of plants when they will be carefully examined, and if just, made satisfactory.

**FOR OUR RESPONSIBILITY** address with stamp the People's Bank, Leslie, Michigan, postmaster, express agent, or any official, professional or business man of the same place.

## HOW TO GROW STRAWBERRIES

Strawberries are grown successfully on light, sandy soil, and on heavy, clay soil, although—like most other crops—they respond very quickly to fertile, well-drained soils that are full of humus.

In selecting a soil, keep in mind that any good garden soil will produce Strawberries. Sod land should be avoided on account of white grubs and cut worms.

If planting a large acreage, it is well to select a field that has been planted to some hoed or cultivated crop, where grass and weeds have been kept down and not allowed to go to seed.

Clipping the roots is not necessary, if you can get the roots into the soil without doubling them up.

**WE MAINTAIN OUR GRADE** by a careful selection of stock plants and right method of propagation from year to year, that tend with such a soil to produce stock of the greatest health and vigor, striving for the ideal fruiting row and perfect fruit from any plants that may be left unsold.

**OUR PLANTS ARE FRESH DUG** as wanted, nicely trimmed, ready for planting, carefully re-sorted and tied in bunches of 25; roots washed in cold water if necessary to make them clean, and packed with live moss in new handle baskets lined with oil paper, or in light ventilated crates, in such a manner that we guarantee safe arrival in good condition by express or mail to all parts of the United States. Plants by freight at buyer's risk.

**TRUE TO NAME.** We take great pains to have stock true to name and hold ourselves ready upon proper proof to refund money or replace any that prove untrue; but it is mutually agreed that we shall not be liable for a greater sum than amount paid for such stock.

**SUBSTITUTION.** Early in the season we have everything listed in this catalogue, but late in the season usually sell out some varieties. In case we are out of varieties ordered, please say if we shall substitute some variety of same season, suitable for your locality. We always notify customer if we have time to receive your answer before you wish plants shipped, but in case you do not request us to substitute we shall return the amount for the plants we do not have.

**OUR PRICES AVERAGE LOWER** than can be found elsewhere, when quality of stock and guarantee conditions are considered. Our references for responsibility are ample. You take no risk whatever. See elsewhere a certificate of health from the State Department of Agriculture. We invite investigation at all times.

## HOW TO GROW STRAWBERRIES

Plant as early as possible—soon as weather will permit getting ground ready.

Be sure to order early. Early selling pays big. The plants start quicker, grow better and make better beds than late set plants. Take pains in setting. It pays.

We plant rows four feet apart. Plants fourteen to eighteen inches in the row.

Set plants on arrival, if possible. Dip the plants in water just before planting.

Plants should be cultivated and hoed as soon as they start growing.

**It Is Very Important** at the first hoeing to uncover the buds of any plants which have been planted too deep.

Cultivate often. Keep the weeds out, and you will be pleased with results.

# CULTURAL DIRECTIONS

## MATING

All strawberry blossoms are either staminate—also called perfect—or pistillate, generally called imperfect.

The imperfect varieties, which are marked (Imp.) in catalog, should have a perfect variety, marked (Per.) set every third or fourth row to properly pollenate the blossoms of the imperfect sorts.

There seems to be a mistaken idea with some that this mixing of varieties is necessary with the perfect as well as the imperfect sorts, but this is not so. The perfect are self-pollinating and bear as well if set by themselves.

## TIME TO SET PLANTS

Early Spring is the logical, natural, most successful and satisfactory time to set Strawberry plants. So don't neglect setting some plants this Spring, thinking you can make it up by early Fall planting. It can't be done.

How early? Just as soon as weather permits getting ground ready.

We are anxious at all times to please our customers, who in some way fail to get their plants in the spring, by sending them a few in the fall. However, spring is by far the best time to plant strawberries. Spring planting is preferred because weather conditions are more favorable and because the plants come into bearing the next season. Fall set plants have to go through two winters before they start to fruit and the effect of winter is never beneficial to their plantation. To those who are unfortunate and do not obtain their plants in the spring, we will gladly supply their needs at double the price in catalog.

## NORTHERN GROWN PLANTS

A strawberry is never in so prime a condition as when fully grown, matured and dormant. Our friends in the South have recognized that our Northern grown plants are safer to set, because of their more dormant condition on arrival, while commercial growers in the North and West would not think of setting Southern stock of a more advanced growth. We also hold that while strawberry will grow and thrive nearly everywhere, the North is its natural home, where it fits the conditions more naturally for a higher development.

**THE DESCRIPTION** of the different varieties is as they have done with us at fruiting time. Varieties that we have not fruited we have given originator's description, or others, that we consider best authority.

Be sure to order early enough so that plants can be right at hand as soon as your ground is ready. Early setting pays big—the plants starts quicker, grow better and make better beds than plants set late.

## WE SHIP PLANTS

to Southern customers during mild weather any time after they receive this catalog, and to the North as late as the 15th of May, but for all sections it is advisable to order early and name date of shipment as early as you can use the plants. Plants shipped early have less foliage, can be packed lighter, and if planted almost always do well.

## OUR SHIPPING SEASON

begins with the Southern orders, as soon as frost is out of the ground in spring, often in March. We aim to set out plants in early April. If ordered late in the season, it is always best to name a second or third choice in case a variety is sold out, or leave it to us, stating soil conditions and other particulars. We will do our best to please you, but order early and have plants come early, if you can.

## REMOVING THE BLOSSOMS

Strawberry plants that are set out this Spring should not be allowed to bear fruit until the following spring. The blossoms should be pinched off, for to let them ripen fruit the first year would weaken the growth of the plants and is liable to kill them. Just as soon as you remove the blossoms your plant starts to work building up a root system. The heavy, vigorous root system is essential to enable the plant to come to its fullest possibilities of production.

## NUMBER OF PLANTS REQUIRED TO SET AN ACRE

1 x 1 ft.....	43,560	5 x 3 ft.....	2,904
2 x 1 ft.....	21,780	5 x 4 ft.....	2,178
2 x 2 ft.....	10,890	6 x 1 ft.....	7,160
3 x 1 ft.....	14,250	6 x 2 ft.....	3,360
3 x 2 ft.....	7,260	6 x 3 ft.....	2,420
3 x 3 ft.....	4,840	6 x 4 ft.....	1,815
4 x 1 ft.....	10,890	6 x 5 ft.....	1,425
4 x 2 ft.....	5,445	6 x 6 ft.....	1,210
4 x 3 ft.....	3,630	7 x 1 ft.....	6,122
4 x 4 ft.....	2,723	7 x 2 ft.....	3,111
5 x 1 ft.....	8,712	7 x 3 ft.....	2,074
5 x 2 ft.....	4,356	7 x 4 ft.....	1,555

## PLANTS WE GROW

### BLAKEMORE (Per.)

Originated with the U. S. Dept. of Agriculture. After fruiting this wonderful new variety again, we still have plenty of praise for it. We have reports that it did not do as well in some sections as it did with us, however, we harvested from our Blakemore a fine crop of firm, fancy fruit. The fruit holds up exceptionally good after picking. Extra good for canning on account of its firm flesh and solid centers. Good plant maker. Don't make a mistake by not trying Blakemore.

### PREMIER (Per.)

Early. We have discarded nearly all other early varieties because the Premier is so superior to all others, and this is the general report from all sections.

The outstanding characteristics of Premier are: Handsome, glossy, rich-red color; size very large, symmetrical in shape. Quality—delicious—very firm, making it an excellent shipping berry, and it is immensely productive.

No variety will produce more quarts per acre. It ripens before the Dunlap—when prices are at their highest. Makes a good growth of strong plants and produces extremely large crops. The plants are good size and under ordinary circumstances make a good plant row.

### AROMA (Per.)

One of the old, reliable, late varieties. In many sections it still continues to be a favorite, in spite of the many new varieties, that have been introduced. The fruit is large, bright red in color to the center and has a delicious flavor. Its firmness makes it a good shipping berry. Fair plant maker.

### KING WEALTHY (Per.)

Very late. There are several good late varieties, but none better—few as good. The fruit is large, handsome, well-shaped and dark red. A wonderful shipper, because of its firmness. Plants large and long rooted. You will not be disappointed in this variety.

### SAMPLE (Imp.)

Medium late. An old, standard variety, still popular in many sections of the Middle and Northern States. The plants are vigorous growers and productive. Berries are very uniform in shape—medium, firm, good size and attractive in appearance. The blossoms are imperfect. Pollenize with any perfect variety of same fruiting season.

### COOPER (Per.)

Mid-season. None better for home use or roadside markets. The Cooper is surely a large berry and it is just as sweet as it is large. Probably the largest strawberry grown. It is productive, sweet, well flavored and attractive. It makes only a few strong, healthy plants rather than a thick bed of small plants.

### DR. BURRILL (Per.)

Mid-season. Claimed to be an improved Dunlap. We find them very similar. It's a good variety, producing large crops of dark red berries of fine quality. The plants are medium in size, making a heavy plant row. Some claim it to be a little earlier than Dunlap.

## **GIBSON (Per.)**

Mid-season. This variety is being grown throughout our state very extensively as a market berry, because it produces large crops and is noted for its firmness, making it a good shipper. We find it just a little later than Dunlap. The Gibson is a large, dark red berry of good quality and flavor. Unlike some other varieties, it holds its size throughout the entire season. The plants are large, long rooted and will withstand much dry weather.

## **HARVEST KING (Per.)**

Mid-season. This new variety has come to the front very fast and has made a big name for itself. It is classed as a mid-season variety, but is also late. While it commences to ripen with Dunlap, it gives its heaviest picking during the time of the late varieties and continues bearing after they are all gone. The berries are much the same shape as Premier, only darker in color. Medium to large in size, uniform in shape and of excellent quality. Our plants made a splendid growth. Try them.

## **RED GOLD (Per.)**

Early. Originated in the West and is now grown successfully everywhere. It is one of the largest berries grown. Sometimes called the "Sugar Saver." This new variety is said to be gaining in popularity very fast, due to its delicious flavor—being very sweet and recommended for preserving. Fruit large and shining red in color. Does not contain much acid. The outstanding merits of this variety are early ripening and its deep root system, enabling it to withstand severe draughts. Fruit stems are exceptionally large.

## **BEAUTY**

Medium late. This is a new variety of recent introduction. Fruited here last season for the first time. If you are looking for a beautiful, large berry, one that you will like to show to your neighbors or take to the newspaper office, plant Beauty. Our plants were nearly a foot high and produced large, beautiful fruit. This variety requires very little sugar when serving. Our supply of these plants is limited, so order early.

## **SENATOR DUNLAP (Per.)**

Mid-season. For more than twenty-five years this variety has been a big money-maker for commercial strawberry growers. It does well in any type of soil and in almost all sections of the country. Makes plants freely and produces enormous crops of dark red, rich, beautiful fruit. Often called "King of the Canners."

## **PEARL (Per.)**

Late. A wonderful late variety. Fruited here only in a small way. We were highly pleased with it, because it produced such large, fancy fruit. The plants are exceptionally strong and healthy—producing enormous dark red berries of the very finest variety.

## **BELLMAR (Per.)**

After fruiting this variety, we do not hesitate to pass along the report that it sure did please us and pleased everyone who were fortunate enough to see it in fruit. This new sort sure did produce some fine fruit. The only thing that prevented us from planting this variety heavy for fruiting was shortage of plants. This new variety was originated by the U. S. Dept. of Agriculture and has the same parentage as Blakemore. The fruit is large, dark red and of fine quality. Plants are thrifty and make rows just right for fruiting. Our supply of plants is limited.

## **WASHINGTON (Per.)**

Medium late. This new variety may do well in the West, where it was introduced, but it failed to do much with us. We were much disappointed, because we had heard many good reports on this variety. We did not have the best of conditions at fruiting time, so will try it again this season.

## RED RASPBERRIES

**Latham**—This grand, mid-season variety is winning favor wherever grown, its popularity having spread throughout the entire Middle and Eastern States. Every Fruit Grower in testing this wonderful variety reports favorably as to the large size and excellent quality of its fruit; its entire resistance to frost during the coldest winters, and the enormous quantities of fruit it will produce. It is large, handsome and delicious, from the beginning to the last picking.

**Cuthbert**—An old and reliable variety. Does well anywhere. Not as large as Latham, but is noted for its wonderful quality. Fruits about same time as Latham.

## BLACK RASPBERRIES

**Cumberland**—King of the Black Caps. Sure money maker. No Black Raspberry is grown as extensively and none has made as much money for Fruit Growers as this wonderful variety. The plants are healthy, vigorous growers, throwing up stout, stocky, well branched canes. Fruit is large, rich black in color, firm and of highest quality. Ripens its fruit in mid-season and continues for three weeks. The Cumberland is less susceptible to disease than most varieties.

## BLACKBERRIES

**Eldorado**—We grow and sell only this one variety, because it is so much superior to all others. It is unusually hardy. Have never known it to winter kill, or fail to produce a good crop. The berries are large, jet black and of excellent quality. They form in large clusters and ripen well together.

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Write us for prices on berry baskets.

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OUR PLANTS ARE FRESH DUG AT SHIPPING TIME

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Our Raspberry Fields Have Been Inspected Twice by the State Inspector During the Past Summer and Pronounced Free from Disease Both Times.

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If several thousand plants wanted, write for special prices.

# FREE PLANTS

We would like to get the names of the people in your section whom you think would be interested in small fruit. If you will send us their names, we will include in your order some free plants. This favor will be greatly appreciated.

## **TO COMPUTE AMOUNT OF POSTAGE**

First ascertain the group in which you are located and then refer to list below, which will tell you the amount of postage to send.

Group 1: Central and Northern Michigan, Southeast Wisconsin, Northern Illinois, Central and Northern Indiana, Western Ohio.

Group 2: Balance of Wisconsin, Illinois, Indiana and Ohio.

Group 3: Minnesota, Iowa, Missouri, Arkansas, Kentucky, Tennessee, North Carolina, Virginia, West Virginia, Pennsylvania, New York.

Group 4: North Dakota, South Dakota, Nebraska, Colorado, Kansas, Oklahoma.

Group 5: Montana, Wyoming, Idaho, Utah, California.

Group 1: Add 10c for each 100 Strawberry Plants.  
Group 2: Add 14c for each 100 Strawberry Plants.  
Group 3: Add 21c for each 100 Strawberry Plants.  
Group 4: Add 28c for each 100 Strawberry Plants.  
Group 5: Add 35c for each 100 Strawberry Plants.

25 Raspberry or Blackberry Plants take the same postage as 100 Strawberry.

Write for special prices on 3,000 or more plants.

## ORDER BLANK

E. W. POTTER,  
Leslie, Michigan.

Send to ..... Box .....

Post Office..... R. F. D. ....

Ship by..... Shipping Station.....

County..... State.....

Date of this Order..... Ship about.....

Amount enclosed:

Check \$..... Money Order \$..... Stamps \$..... Cash \$.....  
(Please fill out above carefully)

If we are sold out of anything ordered, may we substitute? If so, what?

Amount Carried Forward

**ORDER PLANTS NOW—PAY APRIL 1, 1934**

# PRICES FOR 1934

All Plants shipped by Express go Charges Collect. If wanted by Mail, add the Postage. (See Table on Page 9.)

STRAWBERRY PLANTS	25	100	250	1000
Aroma .....	.25	.60	1.25	4.00
Blakemore .....	.25	.60	1.00	3.50
Beauty .....	.25	.60	1.25	4.00
Bellmar .....	.35	.75	1.50	5.00
Cooper .....	.25	.60		
Dr. Burrill .....	.20	.50	.90	3.00
Gibson .....	.20	.50	.90	3.00
King Wealthy.....	.25	.60	1.25	4.00
Mastodon .....	.35	1.20	3.00	10.00
Premier .....	.25	.60	1.00	3.50
Pearl .....	.25	.60	1.25	4.00
Harvest King .....	.25	.60	1.25	4.00
Sample .....	.25	.60		
Sen. Dunlop.....	.20	.50	.90	3.00
Red Gold .....	.25	.60	1.25	4.00
Washington .....	.25	.65	1.50	
Dorsett .....	.35	1.25		
Fairfax .....	.35	1.25		

## RED RASPBERRIES

Latham, 1 year, No. 1.....	.50	1.60	3.75	13.50
Cuthbert, 1 year, No. 1.....	.35	1.50	3.50	12.00

## BLACK RASPBERRIES

Cumberland, 1 year, No. 1.....	.35	1.50	3.75	12.00
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## BLACKBERRIES

Eldorado, 1 year, No. 1.....	.50	1.60	3.75	13.50
Eldorado, 2 year, No. 1.....	.75	2.25	5.00	18.00

50 Plants at 100 rate; 500 at 1,000 rate.

## CASH DISCOUNT ON EARLY ORDERS

We will allow a 5 per cent Cash Discount from Catalog List Price on all orders amounting to \$5.00 or more, reaching us before March 15, 1933, and accompanied by Cash in Full. This applies only to cash orders of \$5.00 or over at prices listed in this Catalog and does not apply to C. O. D. shipments or special quotations by letter.

## GARDEN COMBINATIONS

No. 1	{ 25 Blakemore 25 Gibson 25 King Wealthy 25 Premier	\$1.00	No. 3	{ 25 Latham Red 25 Cumberland Black 25 Eldorado B. B.	\$1.50
No. 2	{ 50 Progressive 50 Blakemore 50 Lupton 50 Gibson	\$2.00	No. 4	{ 100 Sen. Dunlap 100 Blakemore 50 King Wealthy 50 Mastodon 25 Latham Red	\$3.00

Postpaid Anywhere

## A REAL BARGAIN

Occasionally labels are misplaced on Plants, in the field or packing house, and we are not sure what variety they are.

Some days we over-dig what we can ship on orders. They are all our best varieties and will give excellent fruit at a considerable saving. We call such stock Bargain Plants.

\$2.00 Per Thousand

## GARDEN SEEDS

Every season we receive many requests for seeds, so we are offering some obtained from one of the most reliable seed houses in the country. We can supply most anything in the seed line upon request.

Southport Yellow Globe Onion.....	Per lb.	\$1.35
Mountain Globe (Early) Onion.....	" "	1.35
Southport White Globe Onion.....	" "	1.50
Spanish Sweet (large) Onion.....	" "	2.00
Half Long Danver Carrot.....	" "	.75
American Wonder Beet Red (Best).....	" "	.75
Hollow Crown Parsnip.....	" "	.75
Purple Top White Globe Turnip.....	" "	.60
Danish Ball Head Cabbage, Short stem.....	" "	2.50
Early Red Radish (Globe).....	" "	.60
Telephone Peas .....	" "	.15
Green Round Stringless Beans (best).....	" "	.13

If sent by mail, postage extra